



# ORDER

Flight Dates 10/12/12-10/18/12

Contract / Revision 311589 /  
 Original Date / Revision 09/19/12 09/25/12  
 Advertiser NRCC IE  
 Agency National Media Inc  
 Buying Contact  
 815 Slaters Lane  
 Alexandria, VA 22314

Product NRCC IE 2012  
 Agency Com 15%  
 Billing Contact  
 815 Slaters Lane  
 Alexandria, VA 22314  
 Sales Office EWSDC  
 Sales Region NAT  
 Agency Ref

Order Sep 00:13:00  
 Estimate # 3218  
 Alt Order #  
 Billing Type Cash  
 Order Type GENERAL  
 Billing Cycle EOM/EOC  
 Billing Calendar BROADCAST  
 Demographic A25-54  
 Rev Codes POL POL PARTY  
 Product Codes PL  
 Priority P-1  
 Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 7% Market Value 227142

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	15%	34071
KPNX	19%	43157
KPPX	%	0
KSAZ	23%	52242
KTVK	30%	68142
KTVW	%	0
KUSK	%	0
KUTP	6%	13628
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	33	\$13,515.00	\$15,900.00	0.00
Totals	33	\$13,515.00	\$15,900.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/18/12	33	\$13,515.00	\$15,900.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/12/12	10/12/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--		1		\$450.00		0.00				
E 2	KNXV	10/15/12	10/18/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWT---		4		\$450.00		0.00				
E 3	KNXV	10/14/12	10/14/12		CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



KNXV

Print Date: 09/25/12

Page 2 of 2

Contract / Revision **311589** Flight Dates **10/12/12-10/18/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/25/12

Order Sep 00:13:00

Advertiser **NRCC IE**

Product **NRCC IE 2012**

Estimate # **3218**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
SU 4pm-430pm SU 4pm-430pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$250.00 0.00														
E 4	KNXV	10/12/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$1,200.00 0.00														
E 5	KNXV	10/15/12	10/18/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWT--- 2 \$1,200.00 0.00														
E 6	KNXV	10/12/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,090.00	P-2	0.00 NM	1	\$1,090.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$1,090.00 0.00														
E 7	KNXV	10/15/12	10/18/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,090.00	P-2	0.00 NM	4	\$4,360.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWT--- 4 \$1,090.00 0.00														
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 9 KNXV 10/15/12-10/21/12 M-F 630pm-7pm 630pm-7pm MTWTh----- :30 (\$1,090.00) 0.00 NM See MG 7.13 [na due to program change preempt rv 9/19]														
13 KNXV 10/16/12-10/16/12 Prime News 8p-9p -T----- :30 \$1,090.00 0.00 NM Ⓜ MG for 7.9 10/16														
E 10	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$1,400.00 0.00														
E 11	KNXV	10/12/12	10/12/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	----F--	:30	2	\$200.00	P-3	0.00 NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 2 \$200.00 0.00														
E 12	KNXV	10/15/12	10/18/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	MTWT---	:30	8	\$200.00	P-3	0.00 NM	8	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWT--- 8 \$200.00 0.00														
E 13	KNXV	10/12/12	10/12/12	M-F 1206am-1236am M-F 1206am-1236am	CM	1206am-1236am	----F--	:30	1	\$100.00	P-2	0.00 NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$100.00 0.00														
E 14	KNXV	10/15/12	10/18/12	M-F 1206am-1236am M-F 1206am-1236am	CM	1206am-1236am	MTWT---	:30	4	\$100.00	P-2	0.00 NM	4	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWT--- 4 \$100.00 0.00														
E 15	KNXV	10/15/12	10/18/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWT---	:30	3	\$150.00	P-3	0.00 NM	3	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWT--- 3 \$150.00 0.00														

\*Tax 1 Note: Tax 0.5%.

Totals 33 \$15,900.00